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STAR WEEKLY

TORONTO
MARCH 18, 1944

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CENTS



DEATH AND DESTRUCTION ON THE ITALIAN FRONT



OUT OF ACTION in the furious tank battles on the route to Rome, this German self-propelled 75-millimetre gun mounted on a Mark III tank chassis is being towed away by a U.S. army tank retriever. It has

been extremely busy for there are many captured enemy tanks to tow in. The biggest German monsters are small fry compared to this U.S. leviathan which can handle with ease anything in the line of tanks.



DOG DOESN'T EAT DOG, but German does kill German. This blazing truck load of German prisoners was strafed by low-flying Nazi planes.



THIS PILE of casings for 105-millimetre guns is heaped up near Cassino and its famous monastery, now ruins. They'll be loaded again.



THE SMOKE SCREEN gives cover to Royal Engineers moving up after U.S. and French troops had broken a big gap in Germany's Gustav line.



USING THE BRANCHES of a tree for camouflage, a U.S. half-track acts as protection for the Allies against any thrust by the Nazi Wehrmacht. These buildings were unable to escape the terrific duel

waged between the Allied and German forces and the strategic counter-attacking battle being fought for the possession of the Anzio beachhead. The Yanks have named the half-track "Pauline."



THE BLINDING smoke of a trench mortar fogs the two Canadian men in the background at the Canadian front with the Eighth Army. The corporal in the foreground holds his ears against the blast.



RETREATING GERMANS spared no effort to slow up the drive of Allied forces. The bridge is "out of order" due to the effective placing of high explosives by the enemy. This is a cross-roads south of Tollo.



SOMEWHERE along the Cisterna front these American soldiers stop in a shell-torn farmhouse to take a "breather" before going on. The wreckage gives some idea of the terrific artillery duels in Italy.



THIS BIG GUN was used by the Germans to shell Allied shipping during the landings south of Rome. It was later captured by British troops, and here they are inspecting it as their tanks push inland from the

beaches. The gun is a 155 mm. French artillery piece, and is marked "Puteaux type B, 1918." This picture gives a good idea of the heavy mud which made it difficult going for infantry, tanks and artillery.



BRITISH ARTILLERYMEN moved thousands of guns on to the beachhead established south of Rome. These are Priest self-propelled guns of a British field regiment advancing over the hills into firing position.



FIRE AND EXPLOSIVES made a shambles of this little Italian town when Allied troops met the Nazis in its streets. Two old women, who returned from the hills, are seen searching the ruins for any valuables.



IT'S TEA TIME for British paratroops during a lull in the fighting on the Eighth Army front in Italy. This is a real battlefield kitchen and there'll be no fancy cooking for the boys as shells fly overhead.



GERMAN DEAD lie on the streets of Anzio after failing to block the Allied landings south of Rome. Allied troops smashed many other enemy garrisons as they moved through towns located in the beachhead.



IN THEIR desperate attempt to drive the Allies back at Anzio, the Nazis paid high toll in prisoners. This dejected young Hitlerite awaits shipment to prison camp.



FORCED, building by building, to the edge of the town they were defending, these two young Germans were captured making a last stand, by units of the 8th army.



WHILE his unit is holding a front line position on a muddy battlefield in Italy this British paratrooper coaxes fire to heat bath water in makeshift arrangements.



A MACHINE-GUNNER keeps guard against enemy planes as amphibian "ducks" carry supplies over territory which other transports could not negotiate in Italy.

The Star Weekly, Toronto, March 18, 1944

Here's Cheer!



**NO
FINER
CARBONATED
BEVERAGE
GOES INTO
ANY BOTTLE**



"Pepsi-Cola" is the registered trade mark in Canada of Pepsi-Cola Company of Canada, Limited



IN A JEEP of a mobile surgery unit, wounded of the Eighth Army are brought from the line of action to a field surgery station. As they are invalided off the field their stretchers are strapped to the back of the jeep. The mobile surgery unit is comprised of two majors who are surgeons, and in addition 20 other ranks.



THE PATIENT is unstrapped from the jeep and carried to the operating theatre, a former Italian prison now bombed and shell-wrecked. Mobile surgery units carry full equipment, including lighting sets with motors to supply the current.

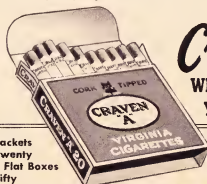


WITH THE ASSISTANCE of two orderlies, one of the majors operated on a patient suffering from gunshot wounds in the abdomen. The unit is called upon to serve wherever fighting is most intense and is prepared to operate even under shellfire.



AMERICAN TROOPS in Italy examine a German rocket left behind when the army retreated. The man on the right is a projectile specialist and he had the nerve-racking task of taking it apart to see what makes it tick. He holds its "sting" in his hands. The rocket is easy to start since it is fired directly from its own crate.

Your throat, too, will appreciate the change to Craven "A". Their mild smoothness makes smoking such a greater pleasure. Nor does Craven "A" ever vary in quality. You'll see how wonderful it is to have a completely dependable smoke down through the years.



Craven A
WILL NOT AFFECT
YOUR THROAT

In Packs
of Twenty
and Flat Boxes
of Fifty

CRAVEN PLAIN —
without cork-tip —
same fine quality as
Craven "A".

CARRERA'S LTD., LONDON, ENGLAND—150 YEARS' REPUTATION FOR QUALITY

BOVRIL

FOR A QUICK
Stimulating
HOT DRINK



IT'S JUMP AND ATTACK FOR PARACHUTING CANUCKS



SWINGING FREE in the breeze, Canadian paratroops make a mass descent on rolling countryside during recent training in England. Before jumping from troop-carrying planes, the men were provided with a smoke screen which was laid down as a protective cover. Perfect timing prevents tangling of 'chutes after they jump.



THE EARTH blossoms with the 'chutes of men who have hit the ground. Losing no time, they collapse 'chutes and prepare for the attack.

**SHINES
UGLY SCRATCHES
AWAY!**

**Saves
Precious Furniture**

Wipe this miracle polish on and thrill to the ease with which ugly scratches disappear—to make your furniture look like new. At leading stores everywhere.



**Old English
Scratch Removing
POLISH** 25

Made by the Makers of Old English Wax

**1
POLISHES
2
AND
PROTECTS!**



**TWO
MINUTES
A DAY!**

Really a
2 IN 1
SHOE POLISH

YES, folks—2 in 1 does more than keep shoes brighter, more attractive. The special 2 in 1 blend of waxes gives shoes longer life. No wonder the armed services use so much 2 in 1.



BLACK, BROWN, TAN **10¢** A TIN



TOY-LIKE holiday trains ran on this line along the Kent coast in England during peace. But at the height of the invasion scare, miniature engines hauled armored cars.

VICTORY...

The promise of a bright tomorrow!

The exquisite loveliness of a Bridal Wreath Ring holds a promise of future happiness... Truly here is quality worthy of its precious significance. For only Bridal Wreath offers the 4-point guarantee of perfect colour, cut, brilliance and flawless clarity.

Bridal Wreath
— THE PRODEST NAME IN DIAMONDS

AWAITING 'ZERO HOUR'



READY for the zero hour, General Eisenhower is seen in an informal pose in his London headquarters. The liberation of Europe awaits his "go" signal as supreme Allied commander in western Europe of British-U.S. forces.



AIR CHIEF Marshal Sir Trafford Leigh-Mallory is Allied air commander-in-chief under General Eisenhower. Titanic bomber forces already have delivered shattering pre-invasion blows on the Nazis' Atlantic bastion.



GENERALISSIMO Chiang Kai-Shek, chief of Chinese forces and president of the Chinese republic, is seen at work in his headquarters. His troops are leading the mainland drive to shove the Japanese into the Pacific. *The Star Weekly, Toronto, March 18, 1944*

A child models in Clay,
Pliant as her Young and Eager mind.

So will her Character be Shaped
To face the Challenge of Tomorrow!



We see her then—a Woman whose Warmth
of Heart shows in her Smile—
a Smile that owes much to Ipana and Massage!

HOW FORTUNATE she is, this little Canadian girl! How rich is her dowry of freedom and health and education. For her and thousands of our youngsters every effort is made so they can inherit a better, more hopeful world tomorrow.

Devoted parents and teachers are helping to shape that world—are preparing our children to face their future serene and confident and smiling!

Yes, smiling. For even the smiles of Canada's children have the best of care. Today, in thousands of classrooms our youth is being taught a lesson in dental health that many grown-ups have yet to learn—the importance of firm, healthy gums to brighten teeth and sparkling smiles.

These youngsters know that today's soft foods rob our gums of needed work and exercise. They know that sensitive gums often signal their distress with a tinge of "pink" on the tooth brush.

Don't Ignore "Pink Tooth Brush"!

If you notice a tinge of "pink" on your tooth brush—see your dentist. He may simply tell you

that your gums have become tender and sensitive because of today's soft foods. And like many modern dentists, he may quite validly suggest "the helpful stimulation of Ipana and massage."

For Ipana Tooth Paste is designed not only to clean the teeth but, with massage, to aid the health of the gums. Every time you brush your teeth, massage a little extra Ipana onto your gums. Notice the tingle as circulation quickens in the tissues—helping your gums to healthier firmness—helping you to brighter teeth, and a more appealing, more sparkling smile!



Ipana Tooth Paste

A Product of Bristol-Myers—Made in Canada

Three Things to Remember in Wartime



1 Help to keep your teeth and gums in good condition by giving them proper daily care and by going to your dentist for regular check-ups.



2 Don't waste Ipana. You need only a little to clean your teeth and massage your gums. Roll the tube from the bottom and squeeze out every bit of paste.



3 Your druggist is collecting empty metal tubes for tin salvage. Please co-operate with him and try to remember to take your empty tubes with you when buying Ipana.

U.S. USES PACIFIC ISLES AS STEPPING STONES TO TOKYO



AS THEIR SHIP, a tank landing craft, approaches its objective in the south Pacific islands, these two U.S. gunnery seamen take up action stations at a 20 mm. gun.



A COAST-GUARD officer from New England observes two dead Japanese imperial marines in front of a cement pillbox, the only visible sign of the ferocious fighting that took place on this spot in the Kwajalein atoll. Inside the shell-shattered pillbox are the remains of other victims of the U.S. thrust against the Japanese stronghold, the bodies of another twenty-three of their marine comrades-in-arms.



HEAD INJURIES which this U.S. marine received during the Kwajalein islands invasion are being treated and dressed by doctor and assistant of his unit.



THE STARS and Stripes wave from a battle-smoked tree trunk over the smoldering ruins of Namur island as reinforcements secured a stronghold on Marshall islands.

ADORABLY pretty, Hilda Holder is another Pond's engaged girl... the daughter of Mr. and Mrs. S. G. Holder.

"When Dick enlisted, I wanted to do something necessary, too," Hilda says, "so I found my job helping to build planes."

"I get up at 4:00 A.M., and don't get home until 4:00 P.M. It seemed

outlandish at first, but now I like it. I do have to watch out for my complexion, though."

"I give my face a good Pond's creaming after work every day so I'm certain-sure there's no greasy dirt clogging up my pores."

Hilda beauty cleans her face with Pond's like this: She smooths Pond's Cold Cream, over her face and throat and pats briskly to soften and

release dirt and make-up. Wipes off. She "rinses" with more Pond's and wipes off again. Her face feels "so extra clean, so nice to touch," she says.

Yes—it's no accident engaged girls like Hilda delight in this soft-smooth cream. Ask for a big luxurious jar of Pond's Cold Cream today. Use it every night and morning—for daytime clean-ups, too!



ENGAGEMENT ANNOUNCED
Hilda Holder *Richard D. Davis*
She's a river in a big airplane plant now
He is overseas—somewhere in the Pacific

ALL KINDS OF WAR JOBS are waiting to be filled—in transportation, stores, war plants, restaurants. Check Help Wanted ads—then consult your local Selective Service Bureau.



HILDA'S EXQUISITE COMPLEXION has that appealing, baby-clear look every girl wants. Pond's Cold Cream is the only beauty care I use," she says.



Ask for a luxurious big jar! You get even more for your money! And you'll love the soft smoothness of Pond's Cold Cream. At beauty counters everywhere.



HILDA'S RING—the diamond is set in a hand-wrought design—a slim gold band

**SHE'S
ENGAGED !
SHE'S
LOVELY !
SHE
USES
POND'S !**

TODAY—MANY MORE WOMEN USE POND'S than any other face cream at any price.

"What can you do for a girl with 5 thumbs?"

this ambitious young woman asked her Singer Sewing Center

"I'M THE CLUMSIEST girl with a needle that ever lived! But this year I'm buying Victory Bonds and have got to save money! And I can, too — if you'll teach me how to remodel the clothes I have — and make up a few new ones. Please — could you?" Could we? We certainly could!



"Learning to alter or make a dress is EASY — with Singer help," we said. And we told her about our lessons in make-over and alteration, and in home dress-making. (We also teach cutting and fitting, and home decoration. \$1.50 for two hours or \$10 for the complete 8-lesson course.)



"Oh, and I can get my sewing notions here — this is wonderful!" Our Notions Counter had caught her eye. Shoulder pads, thread, shields, bindings — all sewing needs are handily collected in one spot. Trimming tricks, too — rickrack braid, ruffling, peasant embroideries — all at pleasantly low prices.



"Look, you have collars! Dickies! Jabots! Sweet ones!" she exclaimed. "I can make old dresses seem new, just by adding these!" "Right!" we said. "And don't forget that we can take troublesome finishing jobs off your hands — making buttonholes, covering buttons and buckles, pinking seams, making belts..."



"I'm certainly glad I took the Singer course," she rejoiced a few days later. "Here I am, saving money by making and altering things myself." Yes, she saves money and buys Victory Bonds... and she also helps Canada and all the United Nations by saving materials and labor.



"How About a Sewing Machine?"

We explained that Singer is making war weapons now, not sewing machines. Fortunately, however, we still have some machines on hand. "Here are your choices," we said —

NEW MACHINES are available, in limited supply. (You may have to wait your turn.)

RECONDITIONED MACHINES may be had, in good running order.

RENTAL MACHINES may be had by the hour at your Singer Sewing Center, or by the month at home.



Have you an idle Singer? We'll buy it — for cash! Someone needs it! And Singers are scarce in wartime! Ask for details at your Singer Sewing Center.

SINGER SEWING CENTERS

Singer Sewing Machine Company

Copyright, 1944, by The Singer Manufacturing Co. All rights reserved for all countries.

All Singer Factories are engaged in vital war work



DEATH THROES of this Jap cargo ship were featured by water spurting mast high. This and several other ships were sunk during a raid by U.S. carrier-based planes.



NEARLY buried in soil of New Britain is this "Log Cabin," being built by American soldiers. Such structures are vital as pill-boxes and command posts in the tricky jungle warfare.

WALK ON
Happy Feet

Are you in agony from the cruel, crippling pain of a sore corn? Stick on a Blue Jay corn plaster right away and feel real relief! Blue Jay's medication eases up the pain, gets right after the core of the corn to remove it entirely. Works while you walk... in comfort... costs only a few cents per corn. Get Blue Jay at your drug counter today!

BLUE JAY FOR CORNS

Look FOR THIS NAME—**DU-VAL**
The Family Crest of Durable Products™

THE REGISTERED TRADE MARK OF THE
DU-VAL EST. 1907
The Mark of Durable Values
DURABLE ASSOCIATED COMPANIES LTD. TORONTO, CANADA

WHEN YOU BUY
Rainwear
Sportswear
Hand Bags
Umbrellas
Ladies' Coats and Suits
Casual Wear

DU-VAL PRODUCTS ARE
SOLD BY LEADING STORES
ACROSS CANADA



HUDDLED in an Allied landing craft, these Jap prisoners await transfer to a prison ship in Kwojelein fight.



HARA-KIRI was chosen by this Jap when Yanks landed on Marshall islands. He pulled the trigger with his toe.

TREAT DANDRUFF SERIOUSLY

Give Your Hair this Effective MEDICINAL treatment

Neglect can cause loss of hair. If you have dandruff—itching scalp—if too much hair comes out on the comb—try GLOVER'S famous Mange Medicine.

Don't confuse GLOVER'S purpose with that of scented hair loteries. Used with massage as directed, it's an out-and-out MEDICINAL treatment. You'll actually feel its exhilarating effects—as characteristic as the hygienic, piney odor of its essential vegetable oils.

Use GLOVER'S, too, to help prevent hair troubles. Thousands who realize what proper care of the hair can accomplish use GLOVER'S regularly to keep the scalp healthy—the hair lovely as only well conditioned hair can be.

For the follow-up shampoo use GLOVER'S Medicated Soap, specially compounded for use with the medicine. Start your GLOVER treatment now and watch results.

At all Drug Stores: Glover's Mange Medicine—\$1.10 and 59c Glover's Medicated Soap—30c.

For Lovely Hair
GLOVER'S
Mange Medicine

Shampoo with
GLOVER'S
Medicated Soap

GLOVER'S



FROM THIS BLOCKHOUSE, which the Japs built with reinforced cement and believed impregnable, a scene of American triumph unfolds itself on Roi island in the Marshalls. To help out the preliminary bombardment numerous tanks landed.



HERE'S ONE OF FOUR Japs who survived an explosion that wrecked this stronghold hours after the marines thought they had silenced it. As the result of this mass hara kiri, 16 of 20 Japs inside the building lost their lives in the terrific blast



GINGERLY, a marine sidesteps a Jap on Namur island, the first Jap territory taken in this war. Extreme right, a soldier lugs along the rocket missiles for the long-barreled bazooka carried by the soldier who walks immediately behind him.

The Star Weekly, Toronto, March 18, 1944

NOTICE! ASPIRIN

NOW ONLY 18¢

(HANDY BOX OF TWELVE)

New ASPIRIN prices bring
Safe, Fast Relief within
the reach of all!



Handy Boxes of 12 now 18¢
Bottles of 24 now 29¢

Bottles of 100 now 79¢

WHY ASPIRIN GOES TO WORK SO FAST

Instantly! Yes, the moment you drop an Aspirin Tablet into a glass of water it begins to dissolve or disintegrate. Within two seconds, it has disintegrated entirely. Thus, you see with your own eyes why Aspirin takes hold of pain a few minutes after taking. Millions have relied on Aspirin for years for fast relief, for safe relief, and above all for dependable relief. Whenever you suffer pains due to headache, colds, sore throat, neuritis or neuralgia, get a box of Aspirin at your druggist and follow the simple directions below.



SORE
THROAT!



RELIEVED
BY ASPIRIN



ALMOST
INSTANTLY!

For pain caused by

HEADACHES: Take two Aspirin Tablets with glass of water. Repeat if necessary.

COLDS: Take two Aspirin Tablets with glass of water the moment you feel a cold coming on.

SORE THROAT: Crush three Aspirin Tablets in $\frac{1}{2}$ glass of water, gargle deeply.

NEURALGIA, NEURITIS: Take two Aspirin Tablets with glass of water, repeat if necessary.



ASPIRIN

LOOK FOR THE "BAYER" CROSS ON EACH TABLET
—IF IT DOESN'T SAY "BAYER" IT ISN'T ASPIRIN



WITH THE SMOKE of battle still rising in black clouds behind them, chaplains conduct joint burial services for the first marines killed during the battle for Roi island in the south Pacific area.



BLASTED TO BITS in the bombardment by U.S. forces preceding their invasion of the Marshall islands, what remains of this three-storey concrete Japanese blockhouse is inspected by a group of U.S. marines.



RAIDS SUCH as this one on Japanese-held airfields in the Marshall islands, destroying Jap aircraft while still on the ground, were partly responsible for the virtual lack of air defence during Marshalls invasion.



ONE OF FOUR uninjured Japs who survived days of aerial and sea bombardment on Namur island, and the explosion of concrete blockhouse in background, sits watching U.S. marines close in on building.



No Ground-in Grime on these RCAF hands!

Using **HINDS** Honey & Almond Cream before and after hard, grimy work... keeps my hands softer... pretty as you please!

Of course, I gladly lend a hand, so *he may fly*... but that's no reason why those hands shouldn't be smooth and glamorous when I wave him au revoir. You see, I use Hinds Honey & Almond Cream *before and after* work to keep my hands soft, pliant and efficient. Hinds Honey & Almond Cream protects my hands like an *invisible glove*... guards them against pore-deep grit and painful chapping... keeps my skin satin-smooth and lovely... whatever I do. So no wonder they say his fate is in my hands!

HINDS HONEY & ALMOND CREAM *for* **HANDS**

and wherever skin needs softening!



TRY HINDS HAND CREAM

All the fine qualities of Hinds Honey & Almond Cream in solid form. Particularly effective when applied to hands before doing rough work.



Stacks an' Stacks of tempting Eating that Saves on Meat!



Extra Dee-licious . . . Every Time! Get a whiff of the grand, appetizing aroma of Aunt Jimima Pancakes sizzling on the griddle. Man, what a meal—and what a meat saver, too! Welcome for breakfast, dinner, lunch or supper! Aunt Jimima's are a meal in themselves . . . rich in needed food energy, always fluffy-light and digestible . . . and easy as 1-2-3 to make. Just add milk or water, stir and pop 'em on the griddle. Grand for waffles, too!

Order Thrifty Aunt Jimima from your grocer today!

The Quaker Oats Company of Canada Limited



2
"HELPS"

TO MAKE MEAT RATION S-T-R-E-T-C-H



Make meat go further with Quaker Oats . . . rich source of Vitamin B₁ (contains more than five times as much as lean round beefsteak—pound for pound)—and keeps meat dishes high in protein. There are dozens of different recipes you may choose—but here's one hot, savory dish that will whet your family's appetite to a keen, sharp edge!

SAUSAGE PATTIES

- 1 pound pork sausage
- 1 cup Quaker Oats (uncooked)
- $\frac{3}{4}$ cup water
- 1 teaspoon salt
- $\frac{1}{4}$ teaspoon pepper
- $\frac{1}{4}$ teaspoon sage

Combine all ingredients and mix thoroughly. Shape into 16 patties and chill in refrigerator. Dip patties in beaten egg, then roll in fine dry bread crumbs. Pan fry slowly in small amount of fat.



Save on meat . . . give zest to wartime menus with Quaker Quick Macaroni. For a delicious, low-cost meal . . . try this as the main-course dish.

MACARONI, CHILL STYLE

- 1 cup Quaker Quick Macaroni (uncooked)
- 4 tablespoons flour
- 1 teaspoon salt
- Pinch pepper
- Pinch dry mustard
- $\frac{1}{2}$ tablespoons butter
- OR meat dripping
- 2 cups milk, scalded
- 1 cup grated cheddar cheese
- Scraped onion to taste

Boil macaroni uncovered in a large pot of salted water until tender. Drain, rinse with hot water and drain again. Mix flour, salt, pepper, mustard and blend into melted fat. Stir in scalded milk. Stir and cook until thickened. Add cheese, onion, macaroni. Heat thoroughly. May be turned into baking dish, topped with crumbs and browned in the oven. Serves five.



WAR ACTION AND WAR CONFERENCE



CAPABLE of penetrating the armor and stopping a German tank at a distance of 115 yards, this Piat anti-tank projector has been used for some time by Canadians in Italy. Used in the Middle East since early 1943, its secret details are now revealed.



DIRECT HIT is scored with a Piat projector on an on-coming German tank by these two Allied soldiers, putting it out of action. It can also penetrate concrete strongpoints up to 350 yards, having a terrific effect.



HIT OVER THE HEART by a German anti-aircraft shell during his second flight over Nazi territory, this U.S. flier was unhurt, recovering to shoot down two enemy planes. His armor vest protected him from any injury.



INVASION PLANS are discussed at headquarters by Gen. Dwight Eisenhower, left, and Gen. Sir B. Montgomery.



If You Eavesdrop on Bonnie... You might hear her tell her favorite doll:

"Know what I get after my bath? A nice, soft sprinkle of Johnson's Baby Powder! And oh how I love the feel of that wonderful, cool stuff sliding down my back."

"Then sometimes mother rubs on some slick, slithery Johnson's Baby Oil. Turns me into a smoothie in no time. What's that, dollie? You want some? Well, if you're a good girl..."

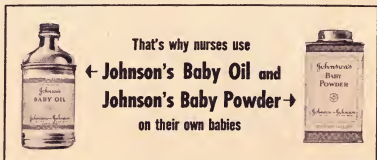


If You Listen to Bonnie's mother, a trained nurse...

She's Mrs. Melvin A. Sproule, as blue-eyed as Bonnie herself. Mrs. Sproule has this to say:

"Pure, soft Johnson's Baby Powder has been standard equipment on Bonnie's nursery tray since I brought her home. And I'm never without Johnson's Baby Oil. It's a pure mineral oil with lanolin... grand for baby skin."

"I'm sure Bonnie's fine all-over complexion owes a lot to frequent, regular Johnson's rubdowns."



Johnson & Johnson
LIMITED MONTREAL

The Star Weekly, Toronto, March 18, 1945

SHIRRIFF'S
Lushus
VELVET DESSERT

Plenty more after the War

MACDONALD'S

EXPORT
CIGARETTES

For a milder, better tasting smoke,
always gentle to your throat. Made
from the finest tobaccos with
moisture proof AQUAFUGE paper.

CANADA'S FINEST
CIGARETTE



HELP YOURSELF TO

BREAD

$\frac{1}{4}$ of Canada's food energy comes from bread!

IT'S NATURAL to be energy-hungry in wartime! You're leading a more strenuous life. You're working harder and longer hours. That calls for more body fuel—more bread to keep yourself going.

In peacetime two slices of bread each meal were enough if you were working behind a desk.

But in wartime, your job is tougher! Whether you're a shipbuilder or a lathe-operator—doing overtime in an office—or running a home on a "two-shift" schedule—you're burning up more energy than ever.

You need a good substantial energy-diet with plenty of energy-rich bread—because *bread* is the best and the cheapest source of energy there is.

The energy bread gives you is more *lasting* than other carbohydrates. Every slice of bread is a slice of energy that's easy for the body to digest and use. With bread—there's no waste or roughage for the body to throw off.

BREAD IS ECONOMIC. It's your best food "buy" in wartime. Rely on bread for energy-stamina. Eat plenty of it—at least three slices every meal!

Buy wartime energy from your baker



The bread your local baker supplies takes on added importance in wartime. It is your richest and cheapest source of food-energy. And made with milk, or eaten with milk, it is an important source of protein for building and repairing muscle.

Prepared by the makers of Fleischmann's Yeast as a contribution to the advancement of Canadian National Health.

★ IN WARTIME EAT ONE MORE SLICE OF BREAD EACH MEAL ★

PIN-UP GIRLS OF THE WEEK MODEL BATHING SUITS



LOVELY Ann Rutherford, Toronto-born movie star, shows off this bathing suit to perfection. Design is made up to give the effect of leaves on a white background.

SPEAKING of "pin up girls" here are two stunning movie stars who merit close attention. Ann Sheridan, ABOVE, Warner Bros. star, original comph girl, sits pensively on a California beach in a very attractive ensemble of black material, with painted flowers. The beach sandals are covered with the same material, more painted flowers. Earrings of black plastic, complete beach costume.



TO KEEP WHAT YOU OWN...
Put a **CASH'S** **POWER** **BRAND** on it!

Replacements are harder and harder to get. Mark your things with your own name, worn to order by Cash's, and prevent mail losses. Cash's are a favorite identification with the armed forces as well as at home. Ask your Dept. Store for CASH'S or write us. Due to our volume of military business PLEASE place orders EARLY.

CASH'S
156 GUYER STREET
Bellefonte, Ontario
PRICES: ONE DOZEN \$1.00 TWO DOZEN \$1.50
SIX DOZEN \$4.00 TWELVE DOZEN \$7.00

Four
Satisfactions
WHEN YOU
BUY THESE
SOCKS

★ FINEST QUALITY YARNS
★ FOOT SIZES KNIT FULL
★ DISTINGUISHED STYLING
★ SEASON-RIGHT COLOURS

HOLEPROOF
SOCKS
At Leading Stores Everywhere

HOLEPROOF HOSIERY
COMPANY OF CANADA
LIMITED
LONDON, ONT.

Brighter
TEETH
Lovelier
SMILE!

Keep your teeth
lustrously clean with
POWDER
... **DR. LYON'S** on a moist brush

Don't let dulling film hide the lustre of your teeth, dim the brilliance of your smile. Keep your teeth *clean—brightly clean*—with a dentifrice that is *all cleanser*. Use powder... **DR. LYON'S**, on a moist brush!

For no dentifrice can cleanse more effectively than the simple combination of powder and water—and Dr. Lyon's Tooth Powder is a powder developed by a practicing dentist. It contains no acid, no pumice, nothing to injure tooth enamel. Yet it makes teeth brighter from the first brushing—keeps them brighter and looking their best as long as you use it.

Try it tomorrow—see how much more lustrous your teeth look. How much fresher your mouth feels. Dr. Lyon's is *Canada's leading tooth powder*. Matched for price, it outlasts tooth paste two-to-one. Ask your druggist for it now. No empty tube needed.



For brighter, cleaner teeth...
DR. LYON'S
TOOTH POWDER... on a moist brush

GIRLS IN UNIFORM AID GUNNERS



A WAVE, one of Uncle Sam's navy girls, is given a few tips at a Florida aviation gunnery school on how to fire a machine-gun. She'll end up as an instructress.



ENGLISH GIRLS, too, help in aviation gunnery. These ATS, at an anti-aircraft station in London's suburbs, show a few empty shells taken from a very large pile.



YES, the Gossard Line of Beauty is a miracle line... with a foundation to bring out the best in every type of figure! The moment you slip into an artfully-designed Gossard, you'll admire your sleek hips and thighs, contrasted dramatically with smooth, amplified bustline curves. You'll always enjoy the comfort and freedom your Gossard provides. Your thrifty mind will appreciate the way its high-quality material wears and wears—how it takes to tubbing. Be fitted today!

The GOSSARD Line of Beauty

Sold in Department Stores and Leading Shops
THE CANADIAN H. W. GOSSARD CO. LIMITED
Toronto 2, Canada
Chicago, New York, San Francisco, Dallas, Atlanta, Melbourne, Sydney, Buenos Aires

This

Cream Deodorant Stops Perspiration

SAFELY Doesn't irritate skin or harm clothing.

QUICKLY Acts in 30 seconds. Just put it on, wipe off excess, and dress.

EFFECTIVELY Stops perspiration and odour by effective pore inactivation.

LASTINGLY Keeps underarms sweet and dry up to 3 days.

PLEASANTLY Pleasant as your favourite face cream—flower fragrant—white and stainless.

AND doesn't dry up

The big jar contains 21 more applications for 39¢ than other leading deodorants—and the entire contents are usable because it doesn't dry up.



I've Got to Sell like Sixty!

The manpower shortage caught up with our department, which keeps me in a whirl. And that means being on my toes every minute, even on "off days" like today. Wherever what a struggle it's been.

Up with the birds and on to a jam-packed bus. That's the way it started. And golly—was I thankful for Modess then. To keep calm and serene under those circumstances, a gal needs confidence—and plenty of it. That's why I bless the day I switched to Modess.



All morning I was kept fairly whirling... and before I knew it Sue and I were packing away sandwiches and chocolate malts. "Thank heaven chafing doesn't bother me any more," I confided to Sue—"not with Modess—it's so soft and fleecy." We ate in nothing flat—then tore through some last-minute shopping for tomorrow night's party.

Now here I am—down but not out. The end of a hectic day, and my smile's still in working order. There's a lot to be said for this quiet-evening-at-home stuff though. Mmmmm—am I comfy—and grateful! Grateful for soft, safe Modess that helps me keep going on even the grimmest days.



Hustle with a Smile! Switch to

Modess



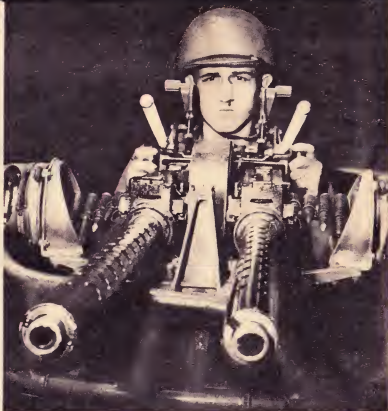
THE GREEN DRAGONS ARE KEEPING THE JAPS JITTERY



GREEN DRAGON is the Jap name for the swift P.T. boats that harry their posts on Pacific islands. Like mosquitoes they sting best after nightfall. Here's one of them speeding at sunset in New Guinea waters to strike more terror into the Japs.



THE P.T.'S LURK in the daytime in creek mouths like this which are plentiful in New Guinea. Screened by the overhanging trees they are hard to detect and have been a deadly pest the Japs can do very little about.



WITH TWIN FIFTIES, this grim-faced marksman draws a bead on a Jap barge sneaking from island to island. Incidentally, it was in one of these Green Dragons that Gen. MacArthur made his escape from the Philippines.



SO I HAULED OFF AND SOCKED HIM, MOM!

YEAH! MAY HE SUD'S YOUR FAULT BAD HANDS AROUND BARRACKS LIKE HE DOES! ON ACCOUNT OF YOU OUGHTA SEE YOUR DENTIST ABOUT YOUR BRAGG! TOMMY'S MOTHER SAID SO!

HERE'S WHAT THE DENTIST SAID!

TO GET RID OF BAD BREATH, I RECOMMEND COLGATE'S DENTAL CREAM. FOR SCIENTIFIC TESTS PROVE THE IN-1 OUT OF 40 CASES, COLGATE'S STOPS ORAL BAD BREATH INSTANTLY!



COLGATE'S ACTIVE PENETRATING FOAM GETS INTO THE HIDDEN CREVICES BETWEEN TEETH...HELPS CLEAN OUT DECAYING FOOD PARTICLES...STOP STAGNANT SALIVA ODORS...REMOVE THE CAUSE OF MUCH BAD BREATH

LATER—THANKS TO COLGATE'S DENTAL CREAM

YOU CAN'T SAY MY DAD DOESN'T HAND AROUND MOM THESE DAYS, TOMMY!

GEE, NO! GOSH! LOOKS LIKE HE'S GONNA HAUL OFF AND KISS HER!

25c 40c

IT CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH



COLGATE'S RIBBON DENTAL CREAM

COLGATE'S NYLON TOOTHBRUSH

Cleans these "hard-to-get-at" places. Colgate Nylon brushes can't get soggy.

SPECIAL VALUE **29c**

\$200 Given Away!

You can win! Simply answer this question:

Complete the following: "A rolling stone gathers no"

Send Your Entry Today! Watch for next week's question and enter every week! The more you enter the more chances you have to win! **RULES:** Mail your entry to Halo, Dept. N-3, 64 N. State St., Toronto. The first eight correct answers from those receiving postal mail will win \$10 each. But, if a winning entry contains the correct point from a Halo Shampoos question, the prize is **DOUBLED**, making it \$20! All entries become the property of the makers of Halo Shampoos. Names of winners will be published.

TRY AMAZING NEW HALO SHAMPOO!

HALO rubs through dirt on hair, brings out natural luster without lye or vinegar ruin.

HALO leaves your scalp clean and fragrant, and free of loose dandruff.

HALO contains no soap to leave dull, limp film on your hair—HALO your hair at home tonight.



15c 30c 50c

GOOD NUTRITION Plus EATING PLEASURE

DONUT WEEK

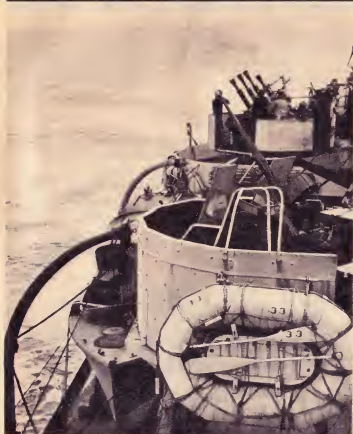
March 1944

S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

When you buy DONUTS look for this Twin-Baker seal of approval

TESTED QUALITY

CANADIAN SHIPS GUARDING THE CONVOY ROUTES



WISPS OF smoke float over the Atlantic as gunners of the Canadian anti-aircraft cruiser H.M.C.S. Prince Robert open fire on Nazi planes attacking a large convoy.



BACK from a long convoy run, Canadian seamen point an air vent on an auxiliary cruiser.



SMALL BUT STURDY, wooden minesweepers like this one of the Royal Canadian Navy carry out their work even in the heaviest seas. Built in Canada, it's 105 feet long. With a crew of about twenty, their light armament can give a real "sting."

Stop that Cough!



ROBERT WATSON CO. LTD., TORONTO—ESTABLISHED 1914

Win \$10.00 Cash*
for writing a jingle like this:

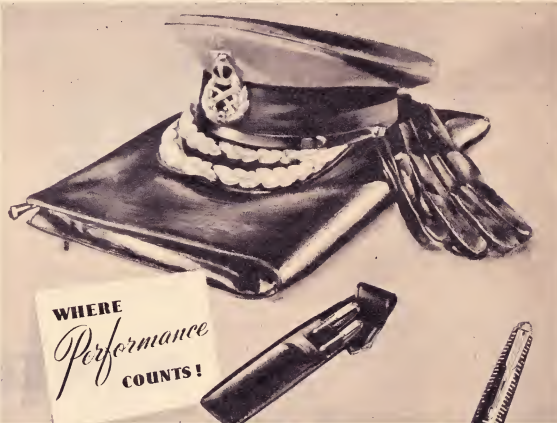
I pray that Fate will bring me
The thing I really crave—
A He-man Sergeant-Major
Who uses

Colgate Shave

Submitted by Mr. A. Macintosh,
200 Park Street, Montreal,
N.B. who wins \$10.00



* RULES Write a Colgate shaving jingle like the one above. Send it to Colgate's 64 Madison St., New York, Toronto, enclosing with it a return from a tube of Colgate's Shave Cream. If your jingle is used in our advertising we will send you \$10.00.



When work must be done under conditions where performance counts, first choice in writing equipment is the Parker Vacuumatic Pen.

With its 14-Kt Gold Nib, Osmiridium-tipped for smooth writing, extra ink capacity in its Television barrel which enables you to see the ink level at all times, its streamlined design and hand-easy balance, the Parker Vacuumatic Pen gives the utmost in beauty, value and writing comfort. The Parker Pencil to match completes the perfect set.

Men and women in the armed forces like the Parker Active Service Set. It contains a Parker Vacuumatic Pen, with Pencil to match, in a leather case that fits neatly in the tunic pocket.

You can get Parker Pens, Pencils, and Active Service Sets at any good pen counter.

THE PARKER FOUNTAIN PEN COMPANY LIMITED, TORONTO

Pen prices range from \$3.50 to \$16.50. Pencils from \$1.50 to \$7.00. Active Service Sets from \$5.75 to \$15.00.



MATCHED PEN AND PENCIL SETS in steel and ebonite in gold and silver; with choice of pen nibs. From \$2.00 to \$15.50.

Parker
VACUMATIC

PENS AND PENCILS
Pens purchased with the blue Diamond are guaranteed for life against everything except loss or damage by postage, insurance and handling; provided complete pen is returned for service.



MEXICO HAS A RECORD BULL-FIGHTING SEASON



ODDS ARE against the bull in bull-fighting which, with record crowds of 24,000 and gates of \$25,000, is all the rage at the moment in Mexico. The world's best matadors are in action and a slip like this does not mean that the bull is the winner. This swordsman scrambled to his feet, recovered his "muleta" or red cape and, in the last act of the drama, thrust his sword or "spada" in the approved fashion between the animal's shoulder blades, so that it immediately dropped dead.



IN EVERY FIGHT, the bull is "fixed." But that does not mean that he quits or does not fight bravely until his last gasp. This scene shows the bull being fixed. That means that the swordless matador by adroit cape waving brings him to an abrupt, as it were frozen, halt.



HERE THE MATADOR finds himself in a particularly dangerous position. While the bull is charging the torero goes down on his knees and uses his sword to deflect the bull from his direction. Skill and grace are important fine points which matador displays here.



A PICADOR takes a critical spill and the bull tries to dig his horns in the horse's belly. The heavy pads the horse is wearing are designed to protect him from injury in just such a case as this. Picador's role is to tire bull, avoid actual contact by himself or horse.

Serving the Dominion's war effort by the millions



- Black Diamond Files, in multiplied millions, are a tremendous factor today in equipping and maintaining our armed forces . . . and in meeting the vast filing needs of the Dominion's home fronts.

- Simple-looking thing, a file. But not so simple as it looks! Creating hundreds of designs—to provide *The right file for the job*—and manufacturing them with great care and in high quality for long usage and definite results . . . has kept Nicholson busy and progressive for many years.

NICHOLSON FILE COMPANY
PORT HOPE, ONTARIO

**BLACK
DIAMOND
FILES**

A FILE FOR EVERY PURPOSE
MADE IN CANADA BY CANADIANS

KIND



Yes, Feen-a-mint is kind to your stomach, yet really effective. You'll actually enjoy chewing this mint-flavored chewing gum laxative. Taken at night it won't interfere with sleep. Get some at the next drug counter.



3-44

BRITISH CRUISERS DEFEAT 11 GERMAN DESTROYERS



FRIGATES they are both called, although they are a century apart. The old-time frigate in sail was the greyhound of the fleet, for faster but, of course, weaker in ornament than the big ships of the line, the sail era's dreadnoughts. Today's frigate, which is found in Canada's fleet, is a swift ship, too, and faster and more powerful than the corvette, of which it is, in a sense, a super edition. It is specially designed for service against U-boats. It contributes to ridding the Atlantic of these sea wolves, though planes have a big part.



THIS ARMED SHIP escorting a blockade runner was sunk in a Bay of Biscay battle by two British cruisers, the Enterprise and the Glasgow. Two other Nazi ships went to the bottom also when, aided by planes, the British cruisers attacked 11 destroyers which appeared on the scene. These at once retreated. The total cost of the victory was only two planes and a few casualties on board the Glasgow.



Times like these prove there is a difference in cleansers

Today, it's wise to choose your cleanser with "safety first" in mind! After all, you want to *protect* your hard-to-replace sink, stove, refrigerator. That's why so many women rely on Bon Ami. It's quick, thorough. *Bon Ami* does not scratch or dull porcelain and enamel. Helps make your things last longer.

MADE IN CANADA

Bon Ami
keeps things easy to clean



"hasn't scratched yet!"

***Take the PHILLIPS' WAY to MORNING FRESHNESS!**



...it fills you full of sparkle OVERNIGHT

Suppose you stay up too late tonight, eat indiscreetly, overindulge in drink or smoke, or suppose you are under a constant strain... you just *know* excess acid will cause distress and loss of sleep... if you don't *do* something about it!

But how *easy* it is to bound out of bed in the morning just huddling over with that glorious freshness that makes you feel good all over.

Just ask for Phillips' Milk of Magnesia at any drug store today. It's an OVERNIGHT route to bright mornings—the "Phillips' Way to Morning Freshness."

Take it tonight, according to the directions. And tomorrow, see how much brighter the whole world seems to be.

How this "Double-Freshener" works its overnight wonders

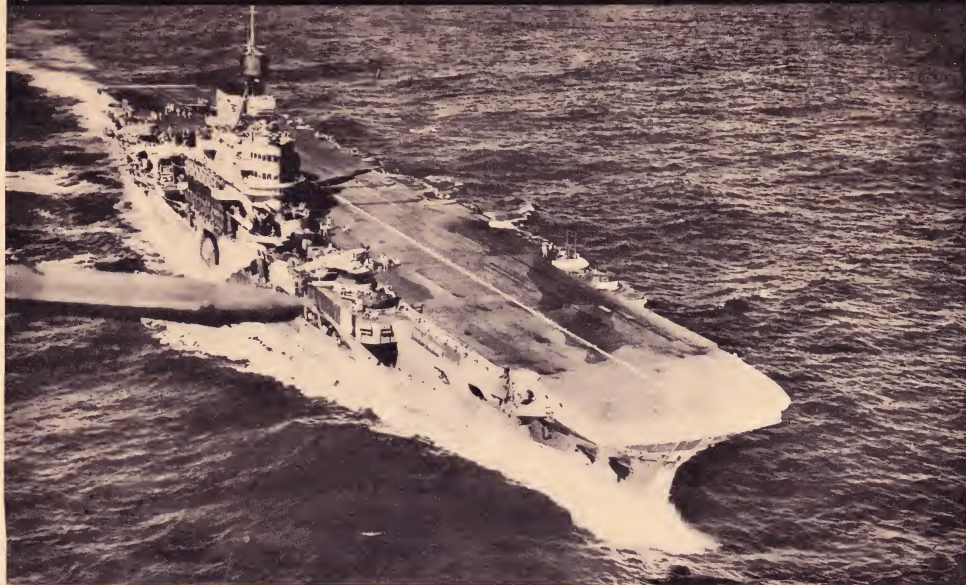
1. IT ALKALIZES almost instantly... sweetens acid sourness, that causes stomach distress, heartburn, gas... and restless nights.
2. A MILD LAXATIVE... so gentle that without any thought of embarrassing urgency, you can take it any time.



Phillips' Milk of Magnesia comes in tablet form as well as liquid. It's the best of both worlds—ideal for pocket or purse.

PHILLIPS' MILK OF MAGNESIA
MADE IN CANADA

TWO VERY STRIKING CONTRASTS IN FLOATING POWER



THERE'S A SOLDIER underneath that hat and he is performing the remarkable feat of swimming a stream in full kit with a rifle and fixed bayonet. All this is part of the training of the "Scots Guards" for the crossing of the channel and the invasion of France and Germany. There'll be rivers to cross en route to Berlin.

THIS plane carrier, H.M.S. Indomitable, may, if the war in Europe finishes in time, help the recently launched U.S. Shangri-La bomb Tokyo. British ships of this type saw action in the Mediterranean until Italy went out of the war. The Indomitable and the soldier photograph below furnish a contrast in floating power.

**MACDONALD'S
BRIER**
Canada's Standard Smoke

**\$200 CASH
EACH MONTH**

Find the name of a married hidden in this sentence:
"He fell and sat in a mud puddle."
(Letters of hidden word are in proper order)
Example: Here's a hidden pond:
"Pammy's Shampoo leaves hair lustrous."
Answer: **POOD**

BRIER: Mail entries to Mr. Natalie St., Dept. A-8, Palmolive Shampoo, Toronto 6, every month, the first ten correct entries drawn from all received each win \$10 CASH—drawn in 150 if accompanied by a tin from a PALMOLIVE SHAMPOO bottle. The more entries you make, the greater your chance of winning. Names of winners will be published. Watch for next month's hidden word.

PALMOLIVE SHAMPOO

✓ Thoroughly cleanses your hair and scalp
✓ Gets rid of greasiness
✓ Keeps your hair easy to manage and easy to set and curl.
Fast-working...thriftily
A PALMOLIVE product
15c 30c



"Here's how" when your stomach feels TOPSY-TURVY!

**Let good-tasting
ANDREWS
bubble your
trouble away!**



UP with a dark, brown taste, down with a sparkling glassful of Britain's favourite salt... fine-flavoured Andrews! See how quickly its famous four-way action has you gay again—stomach right-side up!

Andrews does more than neutralize excess gastric acid. It moves the bowels, just as gently as you like; stimulates the liver; helps the kidneys—all important

to fast relief of faulty elimination, a condition back of most digestive upsets. Remember Andrews at other times, too—in fighting colds, easing headaches, or just to bounce back when feeling low.

Take Andrews your way—a dash in water every morning as a wake-up drink, or in larger amounts as needed. It's a health-habit of thousands. ASK your dealer for Andrews today.

MADE IN CANADA

ANDREWS Liver SALT
THE LAXATIVE SALT WITH THE FOUNTAIN DRINK FLAVOUR

DOGS OF WAR SHOW READINESS FOR HOSTILITIES



DALMATIANS, in locating and bringing back word of wounded men, are just as efficient as St. Bernards, who are traditionally expert in first aid work like this.



OFF ON PATROL goes one of the star dogs of war in the California training camp and, from snout to tail, he registers intense eagerness. It is in conjunction with patrol work, particularly at night, that dogs with their superior sight, hearing and smell have been most useful.

A **FORMER PET** shows skill as a dog of war by carrying telephone wire from one outpost to another. He is thoroughly accustomed to sound of high explosive and there is no doubt he will serve as faithfully in time of battle.

**Mummy! Are you sure
YOUR SOAP IS GOOD
FOR MY BABY SKIN?**



Yes, sonny, because my soap is Palmolive, the very same soap my mummy used for bathing me. You see, Palmolive just can't irritate your tender skin, or mine either, because it's made to give a smooth, soft lather that guards your skin and keeps it healthy as you grow. And that, sonny, is why Palmolive will always be your special soap . . . and mine, too.

Mother! Specialists advise for baby's skin—daily bathe your baby with gentle Palmolive Soap. Because it's made with Olive and Palm Oils—two of nature's finest skin guardsians—Palmolive's kind lather cleanses gently, safely, soothes even the most sensitive skin. And, mother, everything that Palmolive does for baby, it will do for your complexion, too!



**KEEP THAT LOVELY
SCHOOLGIRL COMPLEXION**

**"I'm sure spanking him
can't be the answer!"**



1. I guess I'd been as much at fault as Frank, but when I saw him start for the hairbrush I just had to stop him. I couldn't bear another of those "laxative scenes"! Little Peter wailing that he wouldn't take "that nasty-tasting stuff," and two grownups trying to force it on him.



2. "After all," I reasoned, "we can't expect spanking to make Peter like something he *hates*. It's the kind of thing he doesn't understand. Why not let me call Jane and find out if there isn't a better way than spanking?"

3. Jane, my sister, is in charge of a day nursery, and she wasn't long in giving me the solution. "It's wrong to force medicine on a child," she said. "It may do more harm than good . . . by upsetting his entire system."



4. So I told Frank that Jane advised me to try a *pleasant-tasting* laxative—Castoria. "It's made especially for children. Castoria is safe and gentle, yet effective for children from babyhood to 10 years. I'm taking Jane's advice right now."

5. Our druggist praised Castoria, too. "I always recommend it," he said, "particularly at this season when colds are prevalent and there's apt to be more need for a laxative." The money-saving Family Size bottle.



6. And how right Jane's advice was! We gave Peter Castoria when we got home, and everything was smiles instead of whimpers. He really liked it. "Let's give Jane a medal for knowing her stuff," said Frank, grinning.

As the medical profession knows, the chief ingredient in Castoria—senna—has an excellent reputation in medical literature.

Research has proved that senna works mostly in the lower bowel, so it rarely disturbs the appetite or digestion. In regulated doses, senna produces easy elimination and almost never gripes or irritates.

CASTORIA

**The SAFE laxative
made especially for children.**

COUGHS

WILL AID THE ENEMY



Coughs slow up your production—help the Axis. Get quick cough relief...soothe your dry, inflamed throat areas with Beech-Nut Menthol Cough Drops.



STILL 5¢

ALLIED SHIPS SWEEP THE ATLANTIC AND PACIFIC



THOUGH IT'S an old story to all the hands aboard this U.S. airplane carrier, they look on interestedly when their planes come back from a mission. The one Hellcat has just landed, the other has been waved off.



SEVENTEEN RED-BALL victory flags are proudly stencilled on a door aboard this carrier. They represent Jap Zeros downed by Yanks when intercepted on their way to aid the hard-pressed Japanese garrison at Tarawa.



ON THE HANGAR DECK of this monster carrier 2,500 navy enlisted men lie wrapped in sleep as they are ferried from San Francisco to a base in the south Pacific.



U.S. NAVY MARINERS wing their way gracefully over the beautiful harbor of Rio de Janeiro. Despite its peacefulness, they are on a war mission escorting ships.

REMOVING MAKE-UP
KEEPS OUR FACES
VERY SENSITIVE...



OLSEN & JOHNSON

BUT THE NEW
WILLIAMS SHAVE
CREAM WITH
LANOLIN LETS
US SHAVE CLOSE
WITHOUT SORENESS

Shaving close on a sensitive skin is decidedly unfunny. That's why Olsen & Johnson, famous fun team, praise the new Williams Shaving Cream, now made with soothing Lanolin. Try it yourself! After a close shave, your skin feels softer and supple, soothed and refreshed. Get the improved Williams today.

WILLIAMS
shaving cream
CONTAINS SOOTHING LANOLIN

OH-H-H,
AUNT'S BREATH
ISN'T NICE!



76% of all adults have bad
breath! Play safe—use
COLGATE'S TOOTH POWDER

Scientific tests prove conclusively that in seven out of ten cases COLGATE'S TOOTH POWDER instantly stops oral bad breath.

SAVES YOU MONEY! Compared to other leading brands, a large tin of Colgate's gives you up to 30 more brushings, a giant tin up to 46 more brushings—for not a penny more!

CLEANS YOUR BREATH AS IT CLEANS YOUR TEETH

COLGATE'S NYLON TOOTHBRUSH

Cleans those "Hard-to-get-at" places. Colgate Nylon brushes can't get soggy.

SPECIAL VALUE 29¢

TIP TO SMOKERS! Colgate's Tooth Powder is one of the quickest, easiest ways to guard against tobacco stain and tobacco breath! Get Colgate's today.

COLGATE'S
TOOTH POWDER
25¢ 40¢



A NATURAL
WAY TO AVOID
CONSTIPATION

LEMON and WATER provides all the regulation most people need. And it's healthful—aids digestion, supplies vitamins, builds resistance.

I hate harsh
LAXATIVES—
but what can I do?
I changed to
LEMON and WATER
instead—it's
good for you!



Millions now take Lemons for Health! This simple fruit drink, when taken first thing in the morning, has a natural regulatory effect for most people. It's not harsh! And each time you take lemon and water you can say to yourself, "This is good for me!"

You see, lemons are among the richest sources of Vitamin C, which helps you resist colds and infection. They alkalinize, aid digestion. Lemon and water has a refreshing tang, too—clears the mouth, wakes you up, starts you going.

Why not be kind to your system by regulating it this natural, healthful way? Try it ten days... juice of 1 lemon in a glass of water first thing on arising. P.S. Some prefer juice of 1 lemon in half glass of water with 1/4 to 1/2 teaspoon baking soda (bicarbonate) added. Drink as foaming quirts.



Keep regular the Healthful way!
LEMON and WATER
...first thing on arising
BUY MORE WAR SAVINGS STAMPS AND CERTIFICATES



THE PRECISION of those dirigibles called blimps is well illustrated as eight of them, casting eight clearly defined shadows, form a V over the California landscape.



FLYING FROM A CARRIER in the attack on Tarawa, a plane gets the take-off flag from a signal lieutenant. With 11 others, it downed without loss 17 of 24 Zeros.



IN STORMY WEATHER a destroyer is just about the worst of craft to sail on. It's a moderate sea for the North Atlantic but H.M.S. Milne ships plenty of water



THIS is a typical scene on the frigid route to Murmansk, Russia's great Arctic port. Even with spring approaching, decks and rails become coated with ice and standing watch like this sailor is unpleasant, even in a windproof parka. In spite of Germans and weather, recent official reports state that an extraordinarily large percentage of the cargoes manage to reach their destination in safety. A real stream of U.S. planes and tanks has been poured into Murmansk. Enemy interference at sea has been noticeably less since the sinking of the big battleship, the Schamhorst. These shivering sailors really help Allies.

EXPERTS have APPROVED Baby's Own



Doctors, nurses and skin-specialists all say "there's no finer soap for baby's delicate skin than Baby's Own Soap." They know that Baby's Own is the result of over 75 years of scientific research and that strict laboratory control keeps it always safe and gentle. That's why they recommend Baby's Own Soap — they have discovered that it is the purest and best!

TRY AUNT JEMIMA'S

TASTY BEAN SOUP -



NEEDS NO COOKING!



JIFFY QUICK!

Mmm—It's delectable —this rich old-style bean soup cooked by Aunt Jemima! And so easy to fix. Simply stir into water, heat, then serve! Each package serves 6! Enjoy it tonight.

3 Rich Kinds

**GREEN PEA
BEAN
YELLOW PEA**

**Aunt Jemima
Instant SOUPS**

Helps Ward Off Fatigue

BREX **COOKS
IN FIVE
MINUTES**
WHEAT GERM cereal



MAPLE LEAF MILLING COMPANY LIMITED



**Baby's
Own**
SOAP • OIL • TALC

The J. B. Williams Co. (Canada) Ltd.



"My Telephone does have a Bell!"

*since a Lovely Baby gave me
her Beauty Secret!"*



Won't my phone ever ring?

I was thinking as Marilyn and her baby Beth dropped in a few weeks ago. Marilyn sort of smiled when I complained about being Dattless Dotty, and said, "I think Baby Beth and I have a due to why that phone doesn't ring for you. Interested?" she teased. "You bet!" I replied. "If you had a rosbud complexion like little Beth's," Marilyn hinted, "you'd be all set!"

What a cheerful earful I got then!

"Just switch to regular, gentle complexion care with pure, mild Ivory Soap," Marilyn said — "and I bet you turn into a regular telephone belle! Do you know that thousands of doctors advise

Ivory Soap for your skin care? *Ours* says none of us gals—big or little—can get a purer soap than mild Ivory. It has no colouring, medication, or strong perfume that might be irritating."



Jingle, Jangle, Jingle—There it goes again!

My phone certainly rings plenty these days. Soon after I pounced on Baby Beth's beauty secret, and started those regular cleansings with pure, mild "Velvet-aids" Ivory Soap, I started having more date calls than I could handle! From here on, though, Jim has my number exclusively! Baby Beth and Ivory certainly connected me with happiness for life! 99 44/100% pure... It floats... Made in Canada.

*Look lovelier
with pure,
mild IVORY...*



*the soap thousands
of Doctors advise
for your skin care!*